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## Educating for impact. Learnings from a Master Programme in Applied Cultural Analysis.

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## **Educating for impact**

### ***Learnings from a Master Programme in Applied Cultural Analysis***

Education in humanities have been criticized for limited outreach beyond academia and the cultural sector. The content and approach of education programs based on cultural theory and critical thinking are certainly useful at many levels in society. However, traditional education programs in humanities rarely dealt with tools and methods for applying the knowledge gained outside academia. In a joint effort, ethnologists from the universities in Lund (Sweden) and Copenhagen (Denmark) have developed a 2-year master programme in applied cultural analysis, which has been running for more than ten years. The aim of the presentation is to give a background to the development of education in applied cultural analysis, and to critically discuss the potentials and pitfalls involved in the applied approach. The selection and enrolment of external clients, ethical aspects, and the synergies and potential conflicts between applied projects and research projects will be discussed. Illustrated by examples from student projects' over the years, the presentation will give an overview of current and potential future impact of an applied approach in the context of European ethnology.

#### **Author bio**

**Håkan Jönsson** is associate professor in European Ethnology and senior lecturer in Food technology and nutrition at Lund University (Sweden). His research profile is food, culture and consumption, often conducted in interdisciplinary projects, involving both public and private actors outside academia. He has been involved in several applied cultural analysis projects encompassing food concept development, regional foresight and culinary tourism. Currently working on the research projects "The retail store as meeting place" and the Horizon 2020 project [NextFOOD- Educating the next generation of professionals in the agrifood system](#) and the development project [SBFOODINNO](#). Co chair of the European working group for [Ethnological food research](#).